

RIESTER

California Department of Conservation Division of Recycling

Marketing Plan Recommendations FY 08/09

Presented by
RIESTER
Brand ActivistsTM
May 22, 2008

Meeting Objective

- Provide recommendations for and seek agreement on:
 - Statewide Communications Efforts
 - Achievers campaign
 - Hispanic outreach
 - Sustainable Movement Participation
 - Coalition building
 - CRC campaign
 - RSK campaign

Goals

- Increase beverage container recycling throughout the State of California
- Establish, associate and align beverage container recycling and the California Department of Conservation with the broader sustainability movement in the state

Eco-Awakening?

- Has the green movement reached wide-scale popularity?
- People are increasingly aware of environmental changes

Ralph's Grocery Store



Pottery Barn



Banana Republic



Ford Hybrid

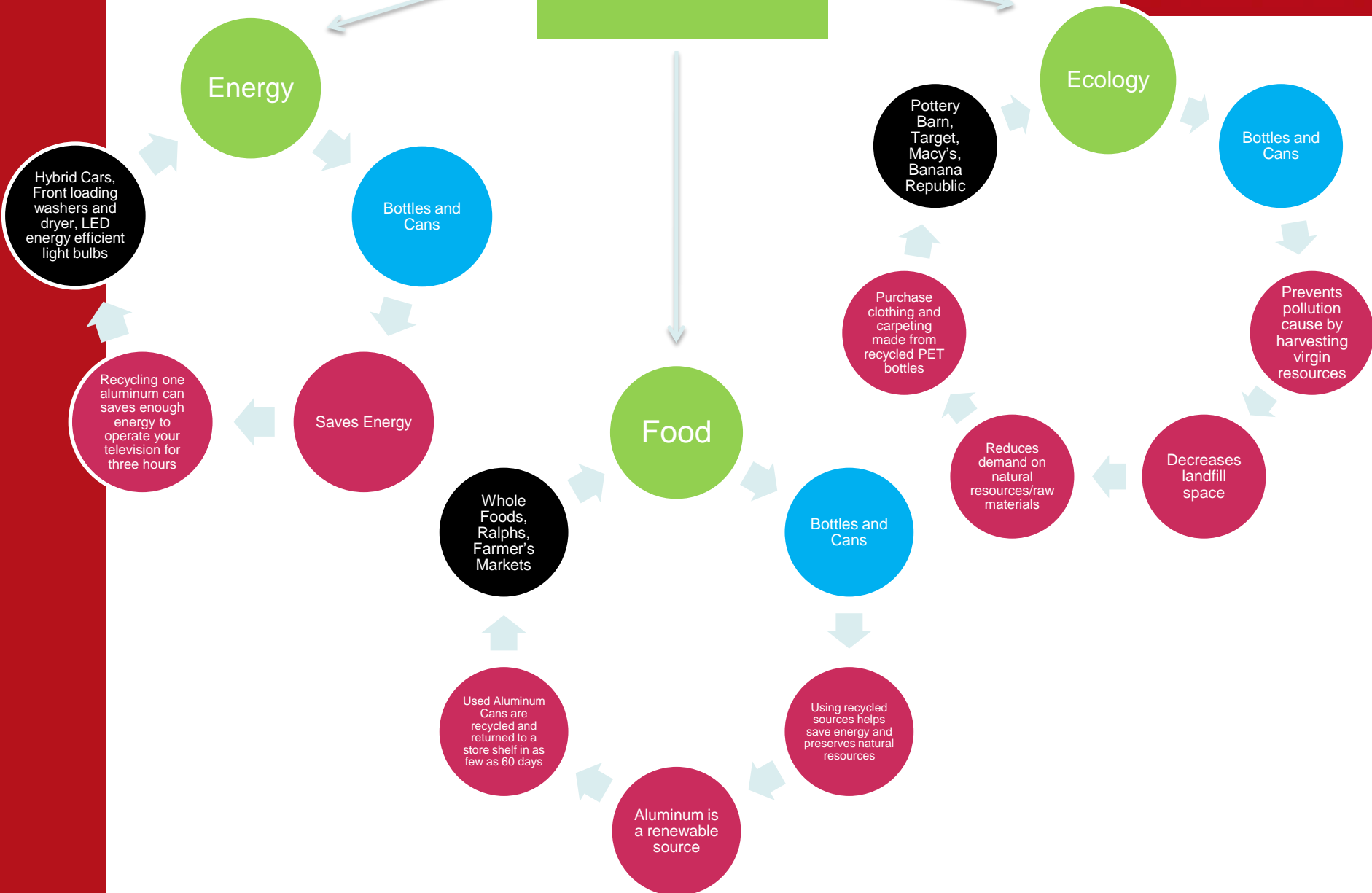


Eco-Awakening?

- Many are seeking a sustainable lifestyle
- Recycling as a gateway behavior

Sustainable Lifestyle

RIESTER



Strategic Approach

- Utilize RECYCLING as the introductory behavior to a sustainable lifestyle
- Select crucial audience segment to position the behavior for wide-scale popularity

Strategic Approach

- Behavioral Model
 1. Personal Influence (*I impact*)
 2. Social/Environmental Influencers (laws)
 3. Personal Moral Standards (environmental conscience)

Strategic Approach

- Continuation of the strategic direction created in 07/08
 - Utilize VALS segmentation prioritizing and targeting audiences to increase beverage container recycling
 - Achievers are gateway audience
 - Demonstrate the connectivity/broader impact beverage container recycling has on one's carbon footprint
 - Initiate, establish and support Comprehensive Recycling Communities

Statewide Efforts

Objective

- Motivate and influence Achievers to embrace bottle and can recycling as the introduction to a sustainable lifestyle

Achievers

- Psychology
 - Achievement oriented, have agendas, organized lives, are moderate and seek evaluation from peers
- Lifestyle
 - Juggle career and family, establish goals, focus on efficiencies/productivity, dress clean cut/professional, emphasize work at expense of hobbies

Achievers

■ Recycling

- Have more important things to do than recycling, they are not environmentally concerned
- Less likely to engage their kids in recycling
- 50% recycle curbside, 29% recycle centers
- Spend at least 20 minutes in car
- More likely to recycle bottles and cans while in the car

Achievers

- Communications' Implications
 - Want Peer Recognition
 - Self-Improvement
 - Do Things Because it is the “Right Thing To Do”
 - Packed Schedules with Work and Family Activities
 - Efficient, Lead Highly Structured Lives
 - Dislike Waste
 - Not Willing to Sacrifice Time with their Families
 - Fulfilling Obligations

Message Implications

- “Recycling is easy and fits into a busy day”
 - Motivated by goals - rewards, special deals, time savers, **efficiencies**, family outings, **self improvements, pledges**
 - Power words - **competitive**, conservative, exclusive, hard working, productive, proven, traditional, **widely accepted**

Achiever Campaign Approach

- “Do Your Part” creative messages still relevant
 - Radio
 - 2 :15s (English), 4 :30s (English), 2 :30s (Spanish)
 - Traffic Liners (English & Spanish)
 - TV
 - 2 :30s (English)
 - 2 :30 Ed Begley, Jr. PSAs (English)
 - Web Banners (English)

Achiever Campaign Approach

- Creative Needs
 - Opportunities to use and position recycling as the introduction to a sustainable lifestyle

Media

- Objective
 - Increase recycling awareness and behavior of CA residents through educational messaging

Media

- Strategy
 - Continue strategies employed Jan-June '08
 - Maximize reach through usage of high efficiency media
 - Geographically target where available
 - Utilize “green” sponsorships and tie-ins where available
 - Continuing to recognize VALS typing in target development

Target Audience

- Adults 25-54
 - Achievers in every demo
 - Largest segment of population
- Skew Women
 - Based on analysis of Achiever media usage habits

Market Selection

- Primary Markets
 - Los Angeles
 - San Diego
 - Sacramento
- Secondary Markets
 - Achieved through spill and bonus availability

Media Selection

- Radio
 - Targeted, Frequency Medium
 - Efficient
 - On the go
 - Best utilized with promotional context
 - Promotional ability to target Achiever lifestyles (ie: Disney, SeaWorld, etc).

Media Selection

- Radio
 - Stations will be selected based on the following attributes:
 - Format
 - Efficiency
 - Promotional Opportunities
 - Added Value Opportunities

Media Selection

- Radio
 - Key Promotional Opportunity
 - “In the Green” Advertorial Report
 - Daily LIVE feature highlighting the latest trends in recycling.
 - Fixed position on top AC station in each market
 - On air & online support

Media Selection

- Added Value
 - Must be valuable!
 - Evaluated based on the following:
 - Must be relevant to recycling
 - Must be relevant to Achiever lifestyle
 - Must reflect the objective of the buy and creative effort
 - Must be integrated so the listener receives one coordinated communication.

Media Selection

- Added Value Opportunities
 - Los Angeles
 - Radio Disney Team Green pledge events
 - Neighborhood Zoo Party Essay Contest
 - San Diego
 - Sea World ticket giveaways
 - Re-usable grocery bag giveaways
 - Earth Day Event at Wild Animal Park
 - Sacramento
 - Recycling Drives for Earth Day
 - UC Davis Picnic

Media Selection

- Television
 - Select affordable packages with high impact (“Green Packages”)
 - Use Ed Begley, Jr. :30 spot as added value PSA

Media Selection

- Television
 - NBC “Going Green”
 - Los Angeles
 - San Diego
 - Renew existing partnership with additional elements
 - Localize National “Green Is Universal” product
 - KXTV “Living Green”
 - Sacramento
 - Renew existing partnership with additional elements

Media Selection

- NBC “Going Green”
 - Elements Include:
 - Green Is Universal Week (Nov. 4-11)
 - On-Air (:15s)
 - Online
 - Going Green Pavilion
 - Health and Fitness Expo – April 2009
 - Begley’s Best Benefactor
 - On-Air Promotion
 - Online Sweepstakes

Media Selection

- KXTV Living Green Elements
 - Continued ‘Achiever’ targeted campaign
 - On Air
 - Online
 - Sacramento & Company
 - Live in-studio segment – 1x bi-monthly
 - Live Remote segments – 1x bi-monthly
 - Special with Ed Begley Jr.
 - Live Remote segments – 1x monthly
 - Half hour show
 - Featuring Kristen Simoes and CDOC representative
 - Fully produced and edited
 - Can be used for statewide airing in other markets
 - Talent Fees apply

Media

- Promoting Bottlesandcans.com
 - Objective
 - Support the introduction of new Web site elements
 - Graphic enhancements
 - Pledge
 - Strategy
 - Efficient, broad based effort

Media

- Tactical Overview
 - Google Adwords
 - Geo-targeted, Broad Reach Sites
 - Newspaper/TV Station Site (Key DMAs)
 - Added Value from Broadcast Placements

Media – Launching Carbon Fred

- Facebook Application/Widget
 - Facebook is a leading Social Networking Web site
 - 22 Million Users
 - Demonstrate the impact of beverage container recycling on one's carbon footprint
 - Create a viral effect through online challenges
 - Support with promotional banners

Media - GGG

- Revitalizing GreenGiftGuide.com
 - Launch Nov 1, 2008
 - Sustainable Gift Resource
 - Repeat Customers
 - Add a “what’s new” section
 - Suggested items “You would also like this”
 - Expand “How to be Green” section
 - Suggestions on “green” gifts, i.e. plant a tree, donate to a nonprofit, volunteer

Media - GGG

- Tactical Overview
 - Google Adwords
 - Viral Promotion
 - Partner with participating vendors

Public Relations

- General Observations
 - High emphasis on water bottles
 - Presents an opportunity to revisit water bottle outreach as related to Achievers
 - Sustainability has not reached it's pinnacle, therefore there is an opportunity for DOC to tag on to media trend stories

Beverage Container Recycling
Recycling
Water Bottles
Curbside
Plastic Bottles
Cans
Department of Conservation
Environment
Go Green
CRV
Energy
Refund

Public Relations

- “Doing the Right Thing”/ “Peer Recognition”
 - There is an opportunity to encourage Achievers to live a sustainable lifestyle

Public Relations

- 'Green' Story Media Topics:
 - Eco-Awakening (*Inconvenient Truth*)
 - Sustainable Living (retailers, grocery stores)
 - One Step at a Time (recycling)

Public Relations

- Ed Begley, Jr. Segments
 - KXTV – Sacramento
 - KNBC – Los Angeles
 - Viewers nominate neighbors to receive surprise a ‘Green’ home makeover with Ed
 - During house visit, Ed teaches Achiever simple ways to make their home ‘Green’

Public Relations

- Trend Story Development: *Go 'Green' and Save Money*
 - Pitch money saving story to Metro-trend and Lifestyle reporters
 - DOC to challenge consumers to reduce waste and save money by using recycling and reusing beverage containers
 - Plan a Radio Media Tour in Achiever markets

Public Relations

- Go Green and Save Money
 - Encourage consumers to purchase reusable/refillable water bottles
 - Trends indicate consumers are buying more reusable water bottles
 - *For example: According to the SIGG marketing department, SIGG is selling 5X what they were selling just a year ago*
 - Let consumers know that by using refillable water bottles, they can save money
 - Drinking one liter per day, you will spend \$500-\$1,000 in bottled water a year

Public Relations

- Mom's Clubs (DVBE partner to assist)
 - EcoMom Alliance™/Sac Mom's Club
 - Promote 'Green' parties
 - Target metro-trend/lifestyle & education reporters
 - Provide Clubs with Event-in-a-Box with resources
 - How to pack a Zero Waste Lunch
 - Beverage container Facts & Stats
 - Composting Tips
 - Green tips for the home
 - Launch in conjunction with back to school

Public Relations

- PTA Partnership(DVBE partner to assist)
 - Continue working with the PTA to implement Zero Waste Lunches (particularly in LA & San Diego markets)
 - The event can serve as a back-to-school story in which DOC would be positioned as the leader on how to pack a waste free lunch
 - The ZWL event would be planned and implemented just as the Earth Day event was on April 22, 2008

Public Relations

- Green Gift Guide 2008 Holiday Outreach
 - Pitch the newly redesigned Guide to consumer and ‘eco-trend’ reporters
 - Morning Show Tour with Ed Begley, Jr. and new products displayed on the Guide Web site
 - Morning show placement on ‘Black Thursday’ – the official kick-off of the holiday shopping season

Hispanic Statewide Outreach Campaign

Hispanic Outreach Statewide

- Hispanic Target Segments
 - 1st Gen Hispanics
 - Spanish language communications
 - Raise awareness
 - Educate on importance of recycling
 - How to recycle
 - Where to recycle
 - 2nd/3rd Gen Hispanics
 - Reached with English language campaigns

Hispanic Outreach

- Hispanic Events
 - Fiestas/Holiday Events
- Local Outreach
 - Community Development Corporations

Hispanic Outreach

- Continuation of the Hispanic Community Outreach
 - Events in media markets
 - Día De Los Muertos October 2008
 - Cesar Chavez Celebration March 2009
 - Día Del Niño April 2009
 - Cinco de Mayo May 2009

Hispanic Outreach

- Public Relations
 - Include Spanish-language media in all PR communications
 - Look for opportunities for DOC Spanish-speaking spokesperson to appear on Spanish-language radio and TV talk shows
 - Look for outreach opportunities to other minority populations
 - News articles

Sustainable Movement Participation

Objective

- Elevate importance and relevance of recycling behavior within the sustainability movement

Strategic Approach

- Position DOC as a Solution for Businesses and Community Leaders to Participate in the Sustainability Movement
 - Utilize VALS segmentation for message and program development (Innovators/Thinkers)

INNOVATORS/THINKERS

- Psychology
 - Have high self esteem, consider themselves intelligent, do not feel victimized, are society change leaders, anticipate tomorrow's needs, successful, sophisticated, take charge, see “big picture”, seek new experiences, new cultures
- Lifestyle
 - Extremely active, travel frequently, read, appreciate the arts, listen to NPR, seek challenging careers, are health conscious and exercise regularly

INNOVATORS/THINKERS

- Recycling
 - Have strong sense of personal and social responsibility to do “their” part
 - Identify with the environmental movement, take recycling seriously, understand the economic and environmental benefits of recycling, motivate others to recycle
 - Least likely to use recycling centers, most likely to bring containers home

Message Implications

- Innovator Messages need to identify with the environmental movement
 - Motivated by goals – see big picture, sophisticated, variety-seeking, not motivated by CRV money-back offers
 - Power words – big picture, high-tech, intellectual, funny, independent, success

CCSS

- Build “CA Coalition for Sustainable Solutions”
 - Objectives
 - Educate and Motivate Businesses and Community Leaders to Unite on behalf of Sustainability in CA
 - Recruit Members and Create Activism

CCSS

- “CA Coalition for Sustainable Solutions”
 - Coalition could support Emerald Cities initiative, CRC program, RSK participants, Green Gift Guide Web site
 - MC Members made up of Mayors, CEO’s, Corporate Environmental Leaders, Non-profit organizations, Chamber leaders
 - The strength and influence of the Coalition will rest on the success of developing and mobilizing a diverse membership

CCSS

- Develop collateral and Web site for Coalition recruitment and communications
 - Brochure to outline goals and mission of the organization
 - Press Kit
 - Fact Sheet
 - Intranet for members

CCSS

- Leverage existing RSK participants to identify corporate partnerships, for example:
 - Hilton Hotels
 - Bank of America
 - Fox Interactive Media

CCSS

- Sample Coalition Initiatives:
 - Green Offices
 - Submit information about why their office recycling program is successful
 - Coalition will create and implement a statewide green awards program with DOC and the Governor

CRC Campaign

Objective

- Continuation of outreach in current CRC communities
 - Raise awareness with consumers in the CRC communities
 - Provide technical assistance
 - Combine and leverage state and local resources to increase messaging reach and impact

Media

- CRC markets will receive spill from statewide radio campaign
 - Los Angeles = Riverside & Culver City
 - Sacramento = Tracy
- Print
 - Culver City Observer, Culver City News
 - Tracy Press
 - Riverside Business Journal
 - Tahoe Daily Tribune

Public Relations

- Package CRC story and pitch to regional environmental reporters
- Uncover potential success stories in each CRC market
 - Work closely with CRC Team Lead to identify opportunities
- Secure the MRT to attend high profile events, where applicable
- Maintain outreach to media in all markets

New Market Selection (DOC)

- TBD-May/June 2009

RSK Campaign

RSK - Status

- Program Statistics
 - Distributed 65,000 black recycling bins since 2005
 - On average, 55 beverage containers recycled per week
 - Equates to more than 185,000,000 bottles and cans recycled fiscal year 07/08

RSK - Evaluation

- RSK Participant Testimonials
 - Hilton Hotels
 - Fox Interactive Media
 - Bank of America

RSK - Evaluation

- Hilton Hotels
 - RSK participant since February 2006
 - Successful weekly recycling program
 - Interested in partnership
 - The company is looking for ways to go “green”
 - Believes the program wouldn't be successful without the iconic bins

RSK - Evaluation

- Fox Interactive Media
 - RSK participant since January 2007
 - Successful weekly recycling program
 - Does not use the promotional stickers
 - Believes the program would be unsuccessful without the bins

RSK - Evaluation

- Bank of America
 - RSK participant since July 2007
 - Successful weekly recycling program
 - Uses CRV for lunches and ice cream socials
 - Does not think people would utilize personal bins with stickers only, prefers RSK bin

RSK - Recommendation

- Continue RSK program with office kits only
 - 60% of all RSKs have been office kits
 - Eliminate gym and school kits to reduce overall cost
- Utilize controlled outreach
 - 66% media savings by replacing radio with print in CRC markets and database marketing
- Work toward bin distribution in business supply retail

Creative

- Creative Development Need
 - Opportunity to promote RSK program to CRC businesses through local print publications
 - Print Ads

RSK

- CRC Chamber Outreach
 - Contact business chamber presidents in CRC markets to develop RSK programs for business

Evaluation

- Statewide quantitative phone survey planned for end of 07/08
- Follow up wave necessary at end of 08/09
- Establish separate parameters for all public relations, public affairs and interactive measures on an ongoing basis

Thank you!

Next Steps

- Timeline/Budget